



**WTNH**  
**8 Elm Street**  
**New Haven, CT 06510**  
**(203) 784-8888**

# CONTRACT

<u>Contract / Revision</u> 205753 /		<u>Alt Order #</u> 06852719
<u>Product</u> FRIENDS/CHRIS MURPHY		
<u>Contract Dates</u> 09/17/12 - 09/23/12		<u>Estimate #</u>
<u>Advertiser</u> POL/Murphy for Senate (D)		<u>Original Date / Revision</u> 09/14/12 / 09/14/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTNH	<u>Account Executive</u> Petty Philadelphia	<u>Sales Office</u> Petty/Philadelph
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> FOCM	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**Message & Media Inc**  
**100 Albany Street**  
**New Brunswick, NJ 08901**  
**USA**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount
N 1	WTNH	09/17/12	09/21/12	News 8 @ 5a-6a	5a-6a		:30				NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--				5	\$250.00	0.00			
N 2	WTNH	09/17/12	09/21/12	News 8 @ 5a-6a	5a-6a		:30				NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--				5	\$300.00	0.00			
N 3	WTNH	09/17/12	09/21/12	News 8 @ 6a	6a-7a		:30				NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--				5	\$350.00	0.00			
N 4	WTNH	09/17/12	09/21/12	GMA	7a-9a		:30				NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--				5	\$350.00	0.00			
N 5	WTNH	09/22/12	09/23/12	SaSu 6a-8a	6a-8a		:30				NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	-----SS				2	\$150.00	0.00			
N 6	WTNH	09/22/12	09/23/12	GMA SaSu	8a-9a		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	-----SS				1	\$300.00	0.00			
N 7	WTNH	09/23/12	09/23/12	ABC This Week	9a-10a		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S				1	\$350.00	0.00			
N 8	WTNH	09/17/12	09/21/12	M-F 9a-10a	9a-10a		:30				NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--				5	\$250.00	0.00			
N 9	WTNH	09/17/12	09/21/12	The View	11a-12p		:30				NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--				5	\$450.00	0.00			
N 10	WTNH	09/17/12	09/21/12	News 8 Noon	12p-1230p		:30				NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--				5	\$300.00	0.00			
N 11	WTNH	09/17/12	09/21/12	Katie	3p-4p		:30				NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--				5	\$300.00	0.00			
N 12	WTNH	09/17/12	09/21/12	M-F 4p-5p	4p-5p		:30				NM	5	\$1,750.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.



**WTNH**  
**8 Elm Street**  
**New Haven, CT 06510**  
**(203) 784-8888**

<u>Contract / Revision</u>	<u>Alt Order #</u>
205753 /	06852719

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/17/12 - 09/23/12	FRIENDS/CHRIS MURP	

<u>Advertiser</u>	<u>Original Date / Revision</u>
POL/Murphy for Senate (I	09/14/12 / 09/14/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--				5	\$350.00	0.00			
N 13	WTNH	09/17/12	09/21/12	News 8 5p-6p	5p-6p		:30				NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--				5	\$500.00	0.00			
N 14	WTNH	09/17/12	09/21/12	News 8 6p Weather BB	6p-630p		:30				NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--				5	\$700.00	0.00			
N 15	WTNH	09/22/12	09/22/12	Sa News 8 @ 7p	7p-730p		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-				1	\$300.00	0.00			
N 16	WTNH	09/23/12	09/23/12	Su News 8 @ 6p	6p-630p		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S				1	\$350.00	0.00			
N 17	WTNH	09/17/12	09/21/12	M-F 7p-730p	7p-730p		:30				NM	5	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--				5	\$1,400.00	0.00			
N 18	WTNH	09/17/12	09/23/12	Late News 8	11p-11:35p		:30				NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTFSS				5	\$800.00	0.00			
N 19	WTNH	09/17/12	09/21/12	General Hospital	General Hospital		:30				NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--				5	\$300.00	0.00			
N 20	WTNH	09/21/12	09/21/12	Fri Hour 3	10p-11p		:30				NM	1	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--				1	\$2,100.00	0.00			
Totals										0.00		77	\$36,700.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/23/12	77	\$36,700.00	\$31,195.00
<b>Totals</b>	<b>77</b>	<b>\$36,700.00</b>	<b>\$31,195.00</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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Station WTNH-TV NEW HAVEN, CT.  
Advertiser (    ).FRNDS OF C. MURPHY  
Product FRIENDS/CHRIS MURPHY  
Estimate#  
Buyer LEAH CASTERLIN  
Phone#  
Fax#

Agency (    ) MESSAGE & MEDIA  
100 ALBANY ST.  
NEW BRUNSWICK, NJ 08901  
Agency C/P1/P2/E  
Flight Dates 09/17/2012 - 09/23/2012  
Hiatus Weeks

Rep Firm  
Sales Office (    ) PHILADELPHIA  
Salesperson (    ) KATE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

Report Totals: 77 / \$36,700.00

---SALES MONTHLY TOTALS---

Sep 12: 77 / \$36,700.00  
Sales Totals: 77 / \$36,700.00  
Station Totals: 77 / \$36,700.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$121,846	CABL 0%	WCCT 0%	WCTX 0%	WFSB 59%	WHCT 0%
		WRDM 0%	WTIC 10%	WTNH 30%	WUVN 0%	WVIT 0%
		XXX 0%				

Books null  
Demos RA35+

--- CREDIT RISK ---  
CASH IN ADVANCE